

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Promotion**

##### **2.1.1. Definition of Promotion**

Promotion is an activity that can be used to influence the potential consumers. Sitorus & Utami (2017) defined that “*Promosi merupakan salah satu variable dalam bauran pemasaran yang sangat penting dilaksanakan oleh perusahaan dalam memasarkan produk dan jasa*”. It means promotion is one of the important variables in marketing the products and services for the company. In addition, Kismono (2011) argued that “*Promosi merupakan usaha mengkomunikasikan informasi yang bermanfaat tentang suatu perusahaan atau produk untuk mempengaruhi pembeli potensial.*” which means promotion is giving useful information about company or product for influencing potential buyers.

From the explanation above, it can be concluded that promotion is the important variable that is done by the company to influence potential buyers.

##### **2.1.2. Aims of Promotion**

There are several aims of promotion. Kotler and Keller (2016) explained that there are four aims of promotion. First, promotion aims to seek and get the attention of potential buyers or users. The attention of potential buyers must be obtained because it is the starting point of the decision-making process in buying an item or service. Second, promotion aims to create and grow interest in potential buyers or users. Attention already given by someone may be continued at a later stage or stopped which meant it is the emergence of a sense of interest and that interest will be the main function of the promotion. Third, promotion aims to develop curiosity. This is a continuation of the previous stage. Last, promotion has the three most basic ways in which companies can add value to their offerings, innovate, improve quality, or change consumer

perceptions. An effective promotion causes the brand to be seen as more salable, more stylish, more prestigious, and superior.

It can be concluded that there are four aims of promotion. It aims to seek and get the attention of potential buyers, create and grow interest in potential buyers, develop curiosity, and add value.

### **2.1.3. Function of Promotion**

Promotion is very important for the company itself. Shimp (2014) stated promotion has five very important functions for a company or an institution, namely informing, persuading, reminding, adding value, and assisting. The first is “Informing”. It means promotion makes consumers aware of new products, educates them about the features and benefits of the brand, and facilitates the creation of the image of the company that produces a product or service. The second is “Persuading”. It means good promotional or advertising media will be able to persuade customers to try the products or services they offered. The third is “Reminding”. It means it can keep the company’s brand fresh to the customers. When a need arises concerning the products and services advertised, the impact of past promotions allows the advertiser’s brand to be present in the minds of consumers. The fourth is “Adding value”. There are three basic ways in which companies can add value to their offerings, innovate, improve quality, or change consumer perceptions. An effective promotion causes the brand to be seen as more elegant, more stylish, more prestigious and can be superior to competitors’ offering. Last is “assisting”. Promotion can help sales representatives. Advertisements oversee the sales process of the company’s products and provide a valuable introduction to the salesperson before making personal contact with prospective customers.

In summary, there are five important functions of promotion, namely informing, persuading, reminding, adding value, and assisting.

## 2.2. Electronic Media

Electronic media is the medium that is usually used as the promotion medium. According to Dhawan (2018), electronic medium is the medium that uses the electromechanical device to access the content. To sum up, electronic media makes communication easy to connect people from one end to the other end by getting them together through media facilities.

Electronic media as the media for promotion has several advantages. The following are the advantages of electronic media by Dhawan (2018):

1. There are many areas people get educated through the media where they get to learn many things from media about the politics, outside environment, etc.
2. People are able to get updated sources through electronic media.
3. Electronic media makes people aware of worldwide things.
4. Great opportunities people get through this media sitting at their place.
5. Firstly people used to use the radio for the news but as the generation change, the media generation also changes to television and other electronic devices.
6. Though this electronic media, people can get to see many cultural events going on in the world.
7. Older citizens and children get more knowledge through this media.
8. Many people get a chance to do their career.

It can be concluded that there are eight advantages of electronic media, namely people get education, updated sources, make people aware of worldwide things, get great opportunities, to see many cultural events, more knowledge, and chance the career.

## 2.3. E-Booklet

### 2.3.1. Definition of E-Booklet

There are many definitions of e-booklet. E-booklet is the electronic version of printed booklet. According to Azinar (2019), "*E-booklet yang merupakan buklet digital*

*atau elektronik berisi informasi atau panduan atau tutorial. Buklet elektronik ini hanya dapat dibuka dan dibaca melalui perangkat elektronik seperti komputer, tablet, dan smartphone.”* It means e-booklet is digital or electronic booklet that contains information and can be opened and read through electronic devices. Furthermore, Joyc (2015) stated that electronic booklets are electronic versions of printed material formatted in the PDF (Portable Document Format) file type. PDFs allow the conversion of a variety of file formats that will keep the original font style, color, and graphics, regardless of the software used to create it.

Moreover, Setiawan & Wardhani (2018) stated that:

*E-booklet (Buku Elektronik) adalah bentuk digital dari buklet dan termasuk media berbasis elektronik. Media berbasis elektronik memiliki beberapa ciri utama yaitu materinya ringkas, menarik dan mudah dipahami, dilengkapi dengan banyak gambar, video, dan rekaman suara.*

It means e-booklet as digital version of booklet has some main characteristics such as the material is concise, attractive, is easy to understand.

From the explanation above, it can be concluded that e-booklet is electronic version of printed booklet formatted in PDF that contains information. It also has several main characteristics, namely the material is concise, attractive, and is easy to understand.

### **2.3.2. Advantages of E-Booklet**

The e-booklet has several advantages. Eka & Budi (2021) stated that:

*E-booklet lebih padat daripada buklet cetak. Pengguna smartphone dan perangkat genggam lainnya dapat membuka e-booklet kapan saja dan di mana saja. E-booklet lebih tahan lama karena berbentuk digital, sehingga tidak mudah rusak dibandingkan dengan booklet cetak. E-booklet lebih ramah lingkungan dibandingkan booklet biasa karena tidak memerlukan tinta dan kertas.*

It means that e-booklet can be opened anytime and anywhere. The advantages of e-booklet are it is more durable because it is digital, and more environmentally friendly because it does not require ink and paper.

## **2.4. Design**

Design is a plan to create the products. According to Lasquite (2015), design is not about pictures placed together and arranged in a way that creates a story. Design is about creating harmony among the elements and having them come together in a final product that is unequivocally outstanding. To sum up, design is creating harmony and having them come together in a final product.

### **2.4.1. Elements of Design**

Elements of design are the guidance for designing product. Lasquite (2015) stated that the elements of design are a set of particular guidelines for designing. In addition, Lasquite stated that there are six vital elements, namely line, color, shape, texture, size and scale, and direction:

#### **1. Line**

Line, as the most basic design element, is effectively used in creating a space between others element. Moreover, it also provide a central focus. The direction, weight, and character of the line can convey different states of emotions and can evoke various reactions.

#### **2. Color**

Color effectively underlines the exact information that is expressed by the other visual elements. Color can stand alone at any time. Furthermore, it can heighten the impact of shapes, lines, and fonts on texture.

#### **3. Shape**

A shape is always implied by the boundaries and is more often used to emphasize a particular portion of a page. It is formed when a line encloses an

area. Square shapes, elements, or designed items communicate security, trustworthiness, and stability.

#### **4. Texture**

Texture is a creative design element that can be used to emphasize a particular area of the visual project so it is more dominant than the other elements. It can increase the visual value of any given element.

#### **5. Size and Scale**

Size and scale have responsible for bringing balance, proportion, and contrast to every design. Size refers to the actual dimensions of a particular element, while the scale is its relation to the original value.

#### **6. Direction**

Direction is an element that creates the illusion that there is the movement within the design. Vertical lines establish an atmosphere of balance, alertness, and formality. Horizontal lines communicate peace, stability, and tranquility.

It can be concluded that elements of design as the guidance for designing has six vital elements, namely, line, color, shape, texture, size and scale, and direction.

### **2.4.2. Principles of Design**

Principles of design are the rules for creating an effective design. According to Lasquite (2015), the principles are guidelines that are used to visually communicate the ideas represented by the elements. Lasquite (2015) argued that there are six principles of design. They are proximity, balance, alignment, repetition, contrast, and space.

#### **1. Proximity**

Proximity preserves unity and the continuity of visual elements. It produces the relationship and connection among the elements on a page. Moreover, it also

provides a focal which is the center of interest or activity.

**2. Balance**

Balance is the distribution of the various visual weights of the objects used in the visual presentation, the proper combination and harmony of colors used, the tone and refinement of visual texture, and the appropriate use of space.

**3. Alignment**

Alignment is the extension of proximity that specifically refers to positioning items in such a way that they line up with each other.

**4. Repetition**

Repetition strengthens the design by connecting individual elements. It creates consistency and association, while at the same time creating a feeling of organized movement.

**5. Contrast**

Contrast is used to make elements stand out and grab attention. Contrast creates a focal point in a visual design. A color contrast, for example, can redirect the attention of a reader to a more important part or message of a presentation.

**6. Space**

Space is the active and visible distance or area between and around, above, and below or within the elements used in one project design.

Based on the explanation above, it can be concluded that the principles of design as the guidance that are used to visually communicate the ideas represented by the elements, have six points, namely proximity, balance, alignment, repetition, contrast, and space.

## **2.5. How to Make An E-Booklet**

In making an e-booklet, there are several steps to be conducted. Jani (2017) stated that there are five steps, namely starting by setting a clear objectives, organizing and planning the content, being consistent with design elements, designing double

layouts for higher interactivity, and exporting booklet for web.

**1. Start by setting a clear objective**

Determine the aims of making the e-booklet. Keep that in mind throughout the entire design process.

**2. Organize and plan the content**

The next step is to organize the content by chapters or sections. Then, organize the content by pages. It will be easier afterward to focus on just one page at a time while having the big picture in mind. There will be many things to do if the booklet is longer. However, some of the layouts to multiple pages are able to apply to simplify the work to a certain degree. The use of the same layout for all chapter pages will impose a certain rhythm on the booklet, making it easier for readers to understand its structure.

**3. Be consistent with design elements**

Consistency is the number one rule for booklet design. To get a cohesive, professional look in the booklet design, be consistent with several things: page margins, fonts, spacing, colors, and visuals. Moreover, it does not need many fonts. Work with 1-2 fonts that go well together for the entire booklet: one for titles and one for paragraphs. Make a color palette that compliments the visuals before designing.

**4. Design double layouts for higher interactivity**

Readers will see double layouts when they read the booklet so design exactly what the readers will see, to get the best results.

**5. Export e-booklet for web**

The web version of booklet requires a smaller PDF that loads quickly.

To sum up, there are five steps in making an e-booklet. The writer applied the steps in making e-booklet by Jani (2017). It started from start by setting a clear objective, continue to organize and plan the content, be consistent with design elements, design double layouts for higher interactivity and export booklet for web.